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Ram Truck Focuses on Building the Best Pickup Trucks and Commercial Vehicles in the Industry

September 1, 2014, Auburn Hills, Mich. - Since its launch as a stand-alone division of Chrysler Group LLC in 2009, the Ram Truck brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry.

The brand continues to invest substantially in its hard-working products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities.

"In order to be the best in this industry, it takes a commitment to innovation, capability, efficiency and durability," said Bob Hegbloom, President and CEO -- Ram Truck Brand, Chrysler Group LLC. "The proof is in our trucks.

"Ram now offers the most fuel efficient pickup truck ever at 28 mpg and best-in-class one-ton towing capability of 30,000 pounds, in addition to owning many of the most prestigious third-party endorsements in the industry," added Hegbloom.

The light-duty, full-size pickup truck segment has evolved from brute capability and acceptable efficiency to an engineering and execution that combine desirable size, configurations, capability, refinement, technology and quality, and now – most importantly – outstanding fuel efficiency.

For 2015, Ram is the only brand to offer pickup truck buyers best-in-class 25 mile per gallon (mpg) gas engine fuel economy, a segment-exclusive 28 mpg EcoDiesel engine, best-in-class 30,000-lb. towing and an astounding 850 lb.-ft. of torque. From a capability standpoint, Ram Trucks have successfully separated themselves from the pack.

2015 Ram 1500

First ever back-to-back Motor Trend Truck of the Year winner (2013 and 2014), the Ram 1500 offers an exclusive, 3.0-liter EcoDiesel engine that delivers an outstanding combination of best-in-class fuel efficiency – 28 mpg – 420 lb.-ft. of torque and up to 9,200 pounds of towing capability. The Ram 1500 also delivers best-in-class gasoline engine fuel economy of 18 mpg city and 25 mpg highway. The Ram 1500 features a truckload of pioneering, fuel-saving systems, including first-in-segment technologies: TorqueFlite eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension.

2015 Ram 2500/3500 Heavy Duty

Ram Truck brand offers the most capable heavy-duty pickups in the segment – the 2015 Ram Heavy Duty line includes a list of features for the customer whose No. 1 priority is capability:

- Towing – Best-in-class 30,000 pounds with Ram 3500
- Payload – 7,320 pounds with Ram 3500
- Power – 850 lb.-ft. of torque with 6.7-liter Cummins
- Power – Best-in-class 410 horsepower and 429 lb.-ft. of torque with 6.4-liter HEMI® V-8
- Capacity – Best-in-class Gross Combined Weight Rating (GCWR) of 37,600 pounds with

Ram 3500

Ram 2500 and 3500 Heavy Duty trucks also add exclusive innovations, including a five-link coil suspension with optional air suspension on Ram 2500 and a supplemental air bag suspension option on Ram 3500.

2015 Ram 3500/4500/5500 Chassis Cab

Ram 3500, 4500 and 5500 Chassis Cab trucks are the pinnacles of capability. Engineered and designed for extreme daily work, Ram Chassis Cabs are products of severe-duty environments and direct owner input.

The Ram Chassis Cab line is specifically designed to meet the needs of construction, landscaping and heavy delivery businesses. They offer best-in-class GCWR of 37,500 pounds, best-in-class towing capability of 29,600 pounds, best-in-class rear frame strength of 50,000 psi and best-in-class dual-tank fuel capacity of 74 gallons.

For 2015, Ram Chassis Cab models add class-exclusive options that will appeal to commercial buyers, including extremely durable Ram Work Grade vinyl seats, maximum speed settings for 6.4-liter HEMI V-8, ParkSense for upfitter installation, an extra-keys option for multiple-driver fleets and a new Max Payload Package that offers a new torque converter for Aisin AS66RC automatic transmission, increasing Gross Combined Weight Ratings (GCWR) for 6.4-liter HEMI-equipped Chassis Cabs.

Ram's lineup of commercial trucks meets customer demands for capability, total cost of ownership, quality, reliability and dependability (QRD) and power and performance.

2015 Ram ProMaster

Ram Commercial is tapping into Fiat Professional, one of the largest producers of commercial vehicles in the entire world, offering more than 110 years of experience. That knowledge has helped Ram enter new segments and expand the product line. Based on the Fiat Ducato, the Ram ProMaster full-size van is optimized for the North American market and offered by Ram Commercial with best-in-class attributes. Now in its third generation with more than four million sold worldwide, this van is a proven, award-winning workhorse with titles in efficiency and capability.

2015 Ram ProMaster City

The 2015 Ram ProMaster City is Ram's newest addition to its commercial vehicle lineup, and contributes to the expanding, purpose-built, van segment with a number of best-in-class, functional elements tied directly to commercial customer demand, including cargo area and fuel efficiency.

The new Class 1 entry opens a door for incremental growth of Ram's brand sales volumes.

2015 Ram C/V

When it comes to capability, the Ram C/V Tradesman out-works competitive vans on a number of fronts by delivering best-in-class payload, cargo space and towing. Equipped with the award-winning Pentastar V-6 engine, mated to a six-speed automatic transmission, the Ram C/V Tradesman also delivers best-in-class horsepower, torque and driving range of up to 520 miles on a single tank of fuel.

Ram Commercial

Ram Commercial will continue to expand the brand's presence in the vocational truck segment by enhancing the capabilities of Ram's Tradesman series of trucks from half-ton to Class 5; establishing a network of 900 commercially focused dealers, expanding commercial and vocational marketing efforts and leveraging Fiat Professional to bring proven commercial vans to North America.

With the addition of the ProMaster and ProMaster City cargo vans and wagons, the Ram Commercial Truck brand now offers a wide range of products designed to meet the needs of small businesses, work truck fleets and demanding buyers whose commercial vehicle may be his or her company's lifeblood.

The Ram Commercial division integrates a growing network of Ram BusinessLink dealers focused on the needs of commercial customers. Ram Commercial also helps offset the cost of doing business with On The Job incentives, specifically designed to lower the expense of commercial upfits. Both programs address professional needs for every job.

Ram Truck is committed to delivering the best value proposition with low total cost of ownership across the entire product lineup. From the Ram 5500 Chassis Cab to the Ram C/V, Ram Truck is providing best-in-class capability and technology. The Ram Truck team has not only taken steps to expand and improve its product offerings, but created and built upon customer-service solutions, following through with BusinessLink and On the Job programs for customers who use their truck as a critical tool for business.

Ram Commercial is focused on four pillars of excellence:

- The right products, including a full-line of new commercial trucks and vans
- The right message: best-in-class fuel economy, power, towing and torque
- The right network: approximately 900 dedicated Ram Commercial dealers
- The right leverage: taking full advantage of Fiat Professional products and expertise

Ram Truck Total Cost of Ownership

Commercial customers, in particular, face balancing the challenges of opportunity costs, fuel pricing, reduced budgets, new technology and durability. Total Cost of Ownership (TCO) calculations are helpful in making purchase and operational decisions. Ram Truck offers best-in-class TCO for commercial truck owners. The Ram 1500 features a standard V-8 engine, with best-in-class entry level capability and impressive resale value, allowing owners to recover more upfront costs. All Cummins diesel-powered Ram trucks feature a 15,000-mile oil change interval, and a best-in-class diesel exhaust brake increases frictional brake life by three times the market average. Ram Truck also offers the most upfitter-friendly solutions in the industry, reducing the initial costs for specialty trucks such as crane, roll-back or dump bed upfits. Topping it off, Ram Truck offers a unsurpassed five-year/100,000-mile powertrain warranty, proof of the quality built into each truck.

Ram Commercial Marketing

In many cases, the owner is not the operator, which creates a unique sales and marketing dynamic. Ram Commercial offers a complete approach with a company-wide strategy supported by all organizations and a dedicated sales force.

Marketing efforts speak directly to commercial buyers

both visually and verbally, and improved customer targeting benefits from laser-focused channels, such as tradeshow, commercial websites and trade publications. The new division is supported throughout the entire network, including local advocates, operation managers, sales specialists and an extensive dealer network.

About BusinessLink

BusinessLink is a free program that connects business owners with a network of Chrysler Group dealers that are specially equipped to work with small businesses. Nationwide, Chrysler Group's more than 930 BusinessLink dealers offer the convenience of one-stop sales and service essential to help commercial/small businesses stay on the road to profitability. Business owners may access this free membership program with proof of business ownership at any BusinessLink dealer.

Benefits include no dues or fees, specialized in-dealership commercial/small business sales and service personnel, extended service and repair hours, priority next-available-bay service, free shuttle service, 24/7 towing service, free loaners for select vehicles, expertise in commercial financing options and unique business variable incentives.

Find a local BusinessLink dealer at (877) 2THELINK.

About "On The Job"

Chrysler Group's "On The Job" vehicle program provides commercial/small business owners a variety of incentives and discounts to assist them in purchasing, servicing and customizing vehicles to specifically address their unique professional needs. Most Chrysler Group vehicles qualify for On The Job program advantages when the vehicle is purchased for business use. Business owners can choose from custom upfit or vehicle graphic allowances, oil change - service contracts, or select from a variety of Bosch® tools. On The Job program options are available at any of Chrysler Group's 2,317 dealerships. Consumers that qualify for the On The Job program are also eligible to receive additional National and local vehicle discounts. For On The Job program information, call (877) ONTHEJOB.

Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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